

## Message Text

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PAGE 01 DAMASC 03859 211107Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
-----025125 211149Z /44

R 211010Z JUN 77  
FM AMEMBASSY DAMASCUS  
TO USDOC WASHDC  
INFO USINT BAGHDAD  
AMCONSUL DHAHRAN  
AMEMBASSY JIDDA  
SECSTATE WASHDC 3575

UNCLAS DAMASCUS 3859

FROM J. THOMAS ROGERS FOR PENNSYLVANIA STATE DEPT. OF COMMERCE

E.O. 11652: N/A  
TAGS: BEXP, BTRA, SY  
SUBJECT: PENNSYLVANIA TRADE MISSION - DAMASCUS

1. MISSION COMPLETED FAST-MOVING VISIT TO DAMASCUS WITH PARTICIPANTS UNIFORMLY PLEASED AT EXPOSURE TO SYRIAN MARKET OPPORTUNITIES AND PLANNING APPROPRIATE FOLLOW-UP EFFORTS. THESE RESULTS OBTAINED DESPITE (1) NINE-HOUR DELAY IN ARRIVAL, (2) LOSS TO MISSION OF ONE MEMBER (GRAHAM) DUE TO FAMILY ILLNESS AND, (3) EARLY DEPARTURE ANOTHER (REED) DUE CONTINUING M.E. STOMACH AILMENTS. SPECIFIC COMPANY RESULTS:

A. CROMAGLASS: CROMAGLASS PRODUCT EVIDENTLY STRUCK HIGHLY-RESPONSIVE SYRIAN CHORD, AND GREAT INTEREST SHOWN BY BOTH PUBLIC AND PRIVATE SECTOR CONTACTS. YOUNG APPROACHED BY SEVERAL POTENTIAL AGENTS AND INTENDS DEVELOP INTERIM AND PROBABLY NON-EXCLUSIVE AGREEMENT WITH AT LEAST ONE IN NEAR FUTURE. HE ANXIOUS INTRODUCE SINGLE-UNIT INTO SYRIA ASAP IN BELIEF THIS WILL STIMULATE OTHER SALES SHORTLY. ONE POTENTIAL AGENT  
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ALREADY IN CONTACT WITH POST RE DISPLAYING IN DAMASCUS FAIR.

B. P-DM: P-DM REP ATTRACTED CONSIDERABLE INTEREST IN HIS PRODUCTS, PARTICULARLY WATER STORAGE TANKS, AND INTENDS PURSUE POSSIBLE PARTICIPATION IN SEVERAL MAJOR PROJECTS.

C. CAREW: CAREW HAS APPOINTED SINGLE-PROJECT AGENT AND WILL APPRAISE THIS PERFORMANCE FOR LONGER-TERM FUTURE. SEES GOOD PROSPECTS FOR HIS PRODUCT.

D. REED: DESPITE EARLY DEPARTURE DUE STOMACH PROBLEMS, IS OPTIMISTIC OVER SYRIAN MARKET AND NOW EXPLORING AIR SHIPMENT OF PRODUCTS TO DAMASCUS INTERNATIONAL FAIR.

E. CRESCENT: CLEARLY TREMENDOUS POTENTIAL EXISTS FOR CRESCENT PRODUCTS -- STRUCTURAL STEEL AND ORNAMENTAL AND OTHER FIXTURES -- IF GOVERNMENT CAN BE WOODED AWAY FROM CONCRETE STRUCTURE.. (FRENCH SENT STEEL STRUCTURAL ENGINEERING SYMPOSIUM TO SYRIA IN SPRING.) PRICE CONSIDERATIONS ARE VERY IMPORTANT. CRESCENT REQUESTED SUBMIT SPECS AND PRICES IN SEVERAL CASES. CRESCENT'S NEXT MOVE NOT CLEAR UNTIL RETURN TO U.S. AND CONSIDER ALL ASPECTS OF TRIP.

F. KROY: SURPRISINGLY, KROY DID NOT FIND IMMEDIATE MARKET. HE PLANS FOLLOW ON ACTIVITIES IN SAUDI ARABIA AND WILL REVIEW SYRIAN PROSPECTS AFTER RETURN.

2. ALL PARTICIPANTS EXPRESSED APPRECIATION OF EMBASSY'S MANY EFFORTS, INCLUDING EXCELLENT SOCIAL ARRANGEMENTS, AND FAST FOOTWORK NECESSITATED BY UNCLASSIFIED

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DELAYED ARRIVAL AND USUAL COMPLICATIONS.

3. ALTHOUGH REALISTIC 12-MONTH SALES PROJECTIONS ARE DIFFICULT TO ESTIMATE, FOUR OF SX MEMBERS SEE GOOD-TO-EXCELLENT PROSPECTS IN SYRIA AND WILL BE MAKING APPROPRIATE FOLLOW-UP EFFORTS.

4. EMBASSY FOOTNOTE: IRAQI CONSUL PHONE EMBASSY SUNDAY, JUNE 19, TO INQUIRE IF PENNSYLVANIA TRADE MISSION STILL IN TOWN, AS VISA AUTHORIZATIONS HAD JUST ARRIVED. PELLETREAU

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